

SPENCERS RETAIL

TheCaseSolution.com



Made by :group 5
krishna kumar choudhary
Dheeraj Singh
Divya Nigam
Saloni Gulati
Nitesh Shaw
Rahula Banerjee
Adesh Srivastav

Introduction

- India's largest and fastest growing multi-format retailer with 250 stores, including 36 large format store across 50 cities in India
- focuses on the vertical like food and grocery, fruit and vegetable and electronics, home and office essential, garments and fashion accessories, toys, food and personal care, music and books
- Established in 1996.

Retail Formats of Spencer's Retail

- Spencer's Express
- Spencer's Daily
- Spencer's Super
- Spencer's Hypermarkets

SPENCERS RETAIL

spencer's

Smart ways to shop.

TheCaseSolution.com

Made by :group 5
krishna kumar choudhary
Dheeraj Singh
Divya Nlgam
Saloni Gulati
Nitesh Shaw
Rahula Banerjee
Adesh Srivastav

Introduction

- India's largest and fastest growing multi-format retailer with 250 stores, including 36 large format store across 50 cities in india
- focuses on the vertical like food and grocery, fruit and vegetable and electronics, home and office essential, garments and fashion accessories, toys, food and personal care, music and books
- Established in 1996.

Retail Formats of Spencer's Retail

- Spencer's Express
- Spencer's Daily
- Spencer's Super
- Spencer' Hypermarkets

SPENCERS RETAIL

spencer's

Smart ways to shop.

TheCaseSolution.com

Made by :group 5
krishna kumar choudhary
Dheeraj Singh
Divya Nlgam
Saloni Gulati
Nitesh Shaw
Rahula Banerjee
Adesh Srivastav

Introduction

- India's largest and fastest growing multi-format retailer with 250 stores, including 36 large format store across 50 cities in india
- focuses on the vertical like food and grocery, fruit and vegetable and electronics, home and office essential, garments and fashion accessories, toys, food and personal care, music and books
- Estabilshed in 1996.

Retail Formats of Spencer's Retail

- Spencer's Express
- Spencer's Daily
- Spencer's Super
- Spencer' Hypermarkets

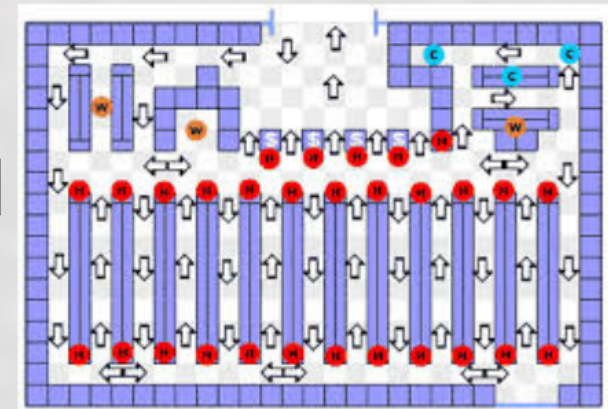
Trade area analysis of Spencer

- population
- Personal income
- Employment
- Merchandising
- Site suitability and site selection
- Target marketing

Spencer layout

Grid layout

- counters and fixtures are placed in long rows at right angles, through the store
- this layout is used in grocery, discount stores and drugs store, like- Spencer
- Advantage- easy to locate merchandise, cost effective, easy accessible for the customer
- Disadvantage-limited browsing and limited creativity in decoration



Does the store layout help draw people through the store?

Spencer has studied its customer's traffic flow .they know where to place certain items to ensure their customer move through their whole store. There are some points which spencer manager dictated during mapping of the store.

- Is there common pattern to the way they walk through your store?
- Are there areas that customer rarely go to?
- Are there spaces that customer leave quickly?
- Which areas do most customer go to?
- Where customer gazing and how much are they looking around?